



MISSION

To provide assistance and advocacy for people in financial crisis, helping them move toward self-sufficiency.

JOB DESCRIPTION: ANNUAL GIVING MANAGER

DEPARTMENT:	Advancement
REPORTS TO:	Director of Marketing
SUPERVISORY RESPONSIBILITY:	None
FLSA:	Exempt; Full Time
LAST REVISED:	3.24.2023

POSITION SUMMARY

The Annual Giving Manager owns the Crisis Assistance Ministry donor journey. As a team member of a robust fundraising organization, the Annual Giving Manager will lead the agency's direct mail strategies and campaigns, a significant fundraising mechanism for the agency. The Annual Giving Manager joins an inclusive culture and brings experience using data to guide strategy, direct mail for increasing revenue, and innovation to meet and exceed donor expectations. Donor-centered research into new strategies, development of innovative techniques, and continuous improvement of philanthropic approaches to giving are key to success. Analysis of data, donor acquisition strategies, stewardship of existing donors, and recapture of lapsed donors to grow funds raised helps more families facing homelessness experience financial security.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Direct Mail and Digital Fundraising

- Strategically craft and implement comprehensive direct mail fundraising campaigns to maintain existing donors, recapture lapsed donors, and acquire new donors
- Design, create, and implement a digital fundraising model to leverage key digital platforms for the enhancement and growth of donor revenue
- Develop targeted communications to acquire new, retain existing, and recapture lapsed donors
- Plan and execute multiple giving campaigns throughout the year, including workplace giving
- Lead fundraising campaign assessment and evaluation, recommending future adjustments as needed
- Test new donor markets, giving programs, third party events, etc., to expand donor support
- Build and maintain acknowledgment systems, dashboards, reporting, and others as needed
- Work with the Board of Directors to encourage and facilitate their roles and responsibilities in communicating with donors

Analytics and Reporting

- Analyze donor relationships and determine proper adjustments to donor experience to improve loyalty and retention
- Effectively utilize data analytics to identify trends in donor giving to determine the optimal approach when developing, implementing, and measuring direct mail campaigns
- Analyze campaign data and implement industry best practices to maximize direct mail response
- Provide regular reporting throughout the year, especially during campaigns

Project and Process Management

- Design and own Standard Operating Procedures (SOPs) for all recurring fundraising strategies

- Work closely with campaign project team members from multiple departments to ensure that campaigns are effective across all channels
- Design and own strategies for donors of material goods and time in addition to financial donors
- Oversee the development of fundraising collateral, both print and digital
- Manage selection of and relationships with direct mail firms, print houses, and graphic designers to ensure timely, accurate, and cost-effective production of campaign components
- Develop and monitor the timeline for all campaign components

Other Duties as Assigned

- Actively engage in department and agency project teams and participate on internal working committees
- Represent the agency at community events, as requested
- Represent the agency through agency tours and internal events as needed

REQUIRED EXPERIENCE AND EDUCATION

Leadership, Passion, and Teamwork:

- Proven passion for serving people in poverty
- Highly collaborative and energized by a fast-paced environment
- Excited about leading in a rapidly changing environment with people dedicated to customer dignity

Skills and Expertise:

- Four years of experience in sales and/or fundraising in a medium size business or non-profit (i.e., over \$5mm in sales/fundraising)
- Project coordination experience internally and externally with vendors and suppliers
- Excellent interpersonal/relationship building skills
- Excellent verbal and written communication skills
- Excellent customer service skills
- Ability to work independently and as a team member
- Excellent knowledge of Windows OS and Microsoft Office Suite: Word, Excel, PowerPoint, Outlook
- Comfort with digital communication tools, including social media and mass email
- Working knowledge of Salesforce or another sophisticated donor database system
- Familiarity with Adobe Design Suite
- CFRE preferred
- Membership in the Association of Fundraising Professionals or other related industry groups

WORK ENVIRONMENT

- Monday through Friday, 8:30 AM to 5:00 PM are general business hours
- Willingness and flexibility to work after business hours and on weekends as required
- While performing the duties of this position, the employee works primarily in an office environment and is required to work predominantly sitting, standing, walking, bending, typing using a computer, answering the telephone, and reaching with hands and arms
- Expected to maintain the workspace in a safe manner, free from safety hazards, and should seek a quiet and distraction-free working space to the extent possible

GENERAL INFORMATION

The above statements describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of duties, responsibilities, and skills required of personnel so classified. This job description should not be construed to constitute contractual obligations of any kind or a contract of employment between Crisis Assistance Ministry and any employee. Employment at Crisis Assistance Ministry is “at will,”

and either party can terminate the employment relationship at any time, with or without just cause.

ABOUT CRISIS ASSISTANCE MINISTRY

Crisis Assistance Ministry is Mecklenburg County's Agency offering emergency assistance to low-income families. Specifically, Crisis Assistance Ministry helps families facing financial crisis by providing for **basic needs**, including emergency rent and utility assistance, clothing, appliances, and household goods; fostering **economic mobility** through partnerships, one-on-one coaching, and support that empower families to rebuild financial stability; and empowering the community to **advocate** for people facing poverty. On a typical day, nearly 100 families seek assistance through the independent, nonprofit agency in Charlotte. Visit crisisassistance.org or follow us on [Facebook](#), [Twitter](#), and [Instagram](#) to learn more.